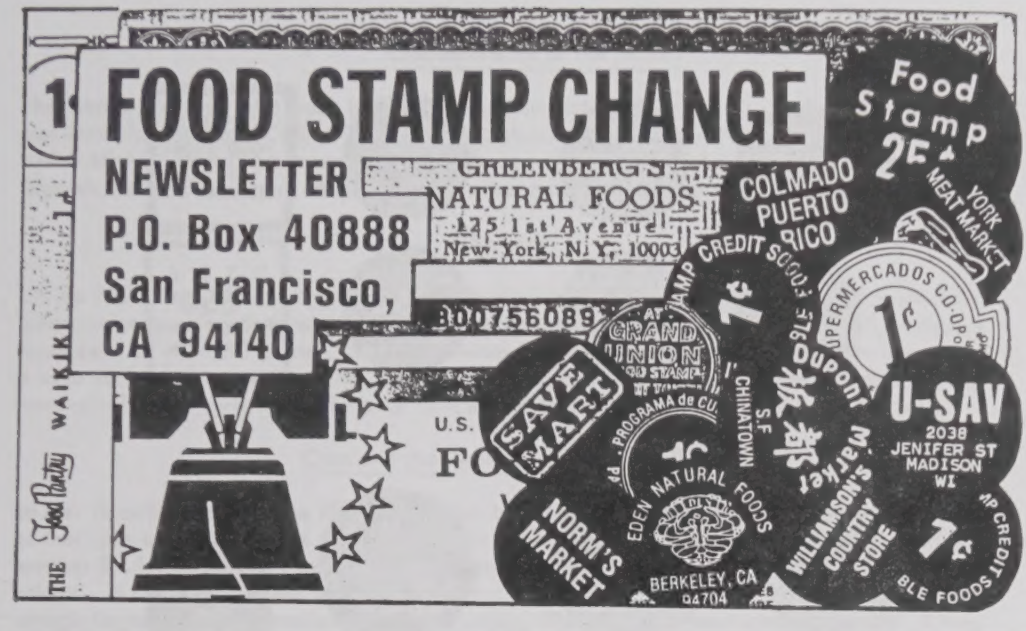


No. 10 July, 1982

platco tokens and others:

More on Heat-Impression Tokens

1. Platco Style

One of the plastic token series most easily confused with the Personalized Plastics (PPCo) and Tropical Lab (TL) tokens (see the July and October, 1981 issues) are those made by Platco. They are much more scarce than either of the former. The name "Platco" is an acronym for the Plastic Tag and Trade Check Company of Bay City, Michigan. The firm name "Platco" is used in a broad sense because it is possible that this style may also have been manufactured by other firms, too. The type was and is currently available from sources other than the Bay City site and is in current use throughout the country in a variety of businesses, mostly cocktail lounges. According to David Gladfelter in the TAMS JOURNAL (Dec. 1977, p. 239-240) the company began manufacturing tokens in the 1940's. Their earilist possible use as Food Stamp Tokens was no earlier than 1965 when Phase II (see Neil Shafer's discussions) of the Food Stamp Program began. They were likely of decreasing demand by 1972-75 when PPCo became active in marketing its tokens and undercut Platco's prices.

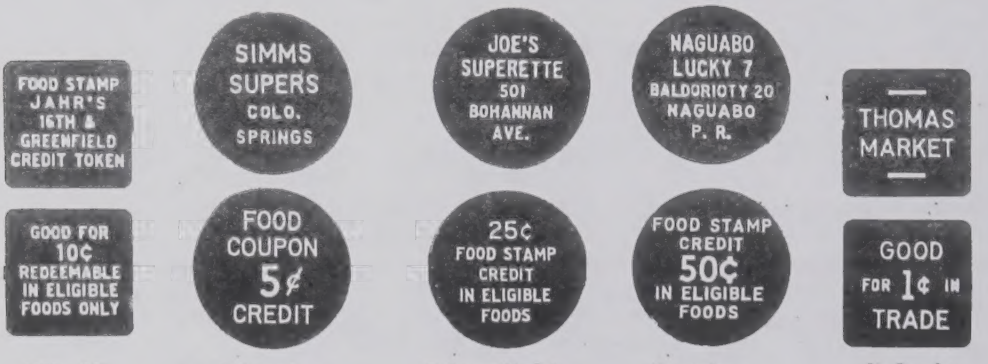
Colors, Shapes and Sizes

There are four sizes that are known in this FSC series: 22-24mm, 28mm, 31-32mm and 38mm. Unlike the PPCo series there are round, square, octagonal and eight-scalloped tokens. The latter three shapes were available only in 22-24mm and 28mm sozes. The 28mm and 38mm round tokens at a distance can easily be mistaken for the PPCo and TL tokens. The plastic colors are: green (a bright Kelly green), blue (a very pale blue), white, black and red. Most letter colors are white or black. There are a few tokens with red or blue letters.

Milwaukee WI

Kingsville TX — Council Bluffs IA — Ponce PR — Camuy PR

Milwaukee WI — Flint MI — Milw.WI — Flint MI



Milw.WI — Colorado Springs CO — Bakersfield CA — Naguabo PR — St.Louis MO

Characteristics of the Plastic

The plastic is usually of a much higher quality than that of PPCo and TL. It is glossy, opaque and non-flexible. While PPCo and TL tokens have square-cut rims, the Platco style has a rounded rim with a slightly raised line around the circumfrence. This latter is due to the molding process. Legends are imprinted more deeply than the other types and are less susceptible to wearing off.

Legends

Unlike PPCo there were no stock FSC legends available for order, although several existed for other purposes. Very few seem to exist with special store logo designs, if any at all, although logos exist on non-FSC pieces. Several obverse and reverse legends are shown here demonstrating a wide variety of reverse wordings. Many tokens have no indication of their FSC purpose, the numeral-of-value style being the only "stock" reverse immediately applicable for FSC use.

Costs and the Decline of Platco FSC Tokens

In Mr. Gladfelter's article a 1977 price guide is given for Platco tokens. Its 28mm round tokens at that time cost $57 per one thousand with an added cost of $1 for each change of denomination and another $1.50 for special wording on the reverses. There was a minimum order required of 200 tokens. A PPCo order sheet for the same period shows a price of $45 per 1,000 tokens with no charge for mixing denominations within the order. The ninimum order was 500 tokens. If that cost relationship held true for the preceding ten years with Platco at roughtly 22-33% higher than PPCo, and with PPco's nationwide marketing operations, it is easy to see why Platco did not flourish in the FSC token field.

II. More PPCo -- Numeral-Of-Value Reverse/Reverso Con Numero Del Valor

Gurabo, PR Lares, PR Frederiksted VI

A lesser known series of the 28mm PPCo was used extensively in Puerto Rico and the U.S. Virgin Islands. This one was rather more varied and colorful than the other PPCo series. They may have been manufactured after PPCo was sold when the company name changed to Plasco in 1978 (see TAMS JOURNAL, Dec. 1978, p. 249, David Gladfelter). The token reverses are characterized by a single stock large numeral and a cents sign (¢). There is usually no indication in the legend that they were intended as Food Stamp Change. Otherwise obverses were similar to the others. The tokens have square-cut rimless edges and are 28mm in diameter.

In the October 1981 issue of this newsletter a census of Puerto Rico tokens was described listing token reverse types by percentages of frequency. Out of one thousand different pieces, this reverse type accounted for about 7%. Very few of them seem to have been made with the previously standard Plastic Color/Legend Color combinations (e.g., 1¢ white on black, 5¢ white on green, etc.). These new combinations are so numerous that their listing would require more space than is available here. What can be said is that in addition to the usual white legends there are also gold and black. Yellow plastic was used for tokens as well.

III. Thick Type/Tipo Grueso

Fort Walton Beach FL

Corozal PR

Camuy PR

Another even less known type is round and 38mm in diameter for all denominations. The tokens are 3.5mm thick with square cut unraised rims like those of PPCo. The plastic seems to be of a low quality with a flat finish and is non-flexible. Token colors are tan, yellow and white. The legend seems to be painted on rather than heat-impressed and which must wear off rapidly when in circulation. Legend colors include red, black, dark blue and dark green. There is apparently no rule about color and denomination combinations.

The bulk of these tokens seem to have been used in Puerto Rico, although one example provided by C.R. Clark, author of FLORIDA TRADE TOKENS, shows that they were used at least in Fort Walton Beach on the mainland. Other than the Sundy's Market, none of the PR pieces give any indication that they were used for Food Stamp Change. Several had interesting reverse designs. Of the 1,000 Puerto Rican pieces surveyed only 1.5% were of this type. It seems likely that these tokens, like the Platco pieces, did not survive the PPCo sales juggernaut of the 1970's and were probably issued before then like the others. The manufacturer is unknown.

IV. Wafer Style

St. Louis MO

Landover MD Philadelphia PA

The main thing one notices about these pieces is how small and thin they are -- less than .5mm in thickness. Their shape is round and sizes known are 19 and 22mm. They are extremely awkward to handle. It is especially difficult to pick them up from a smooth, flat surface unless you can get your finder-nail under them one-by-one. Imagine how it must have been at the checkout counters! Colors of plastic known are white, yellow, dark green and very pale blue. The legend colors are black. There seems to be a bit more uniformity in this series than the others with 1¢ white, 5¢ green or yellow, and 25¢ blue. Ten and fifty-cent denominations are so far unknown to this writer. A guess to be hazarded is that they were used in the same time period as the Platco and Thick types. Their maker is unknown.

V. Square Tokens

Landover MD

Only two of this style have come to the attention of this author. They are both 32mm square and about 1mm thick. The plastic is white with either black (1¢) or red (5¢) legends. The 5¢ token has a reverse printed in solid red, the 1¢ a blank white, unprinted reverse. These are likely to be pieces from the 1960's as well. Their maker is also unknown.

MAVERICKS/ FICHAS DESCONOCIDAS

Come on gang, I know you have unidentiied mavericks out there. Please send them in! This column can only help identify mavericks if we have enough to keep the column running. I've exhausted my supply. Thus those sent in first will make up the next column. **Mavericks Editor: Alon Jeffrey, 366 Behm Drive, Grayslake IL 60030.**

Mavericks Identified

24. Allen's Market
    Los Angeles, CA
    (by Jerry Schimmel)

25. Bean Bag Market
    Rapid City, SD
    (by Glen Parham)

26. Sentry Food Stores
    Waukesha, WI
    (by Glen Parham--many varieties and other locations near Milwaukee WI)

27. Produce Mart #3
    San Antonio, TX
    (by Alon Jeffrey--yes there are Marts #1 & #2 all issuing the same type of FSC tokens in wood)

New Listings

28. BI RITE, LIQUORS, LLSN (CA?)

29. STATE, MARKET, GIANT, FOOD, SLSN (CA?)

30. BAY SIDE, (sail boat), MARKET LLSN

31. IGA (logo), CAMDEN, LUGOFF, ELGIN, LLSN

The three following pieces are all metal tokens which I just couldn't get a good rubbing of.

32. SCHREIBER/ BROS., INC./ FOOD STAMP/ REGULAR// 1 (surrounded by rays a la the old Quint style) rd. br. 18 mm. This may be from Baltimore, MD, and from the '39-'43 period. Can anyone confirm or deny?

33. SOUTHERN FARM/ MARKET/ 1¢/ CREDIT/ U.S.D.A. SPECS.// (REVERSE THE SAME) rd. al. 19 mm.

34. WALTHAM/ GOOD/ 5¢/ FOR/ SUPER MARKET// FOOD STAMP/ REDEEMABLE/ ONLY IN/ ELIGIBLE FOODS/ CREDIT TOKEN rd. al. 20 mm. all incused

FOOD STAMP CHANGE?

Can anyone out there confirm or deny that the wooden piece below (with the standard Indian reverse) was issued as food stamp change? The store is no longer in business and can't be confirmed that way.

MILWAUKEE FOOD MART, SPANISH, AMERICAN FOOD, PRODUCTOS IMPORTADOS, GOOD FOR, 25¢ TRADE, 1450 MILWAUKEE - CHICAGO, ILL.

THINGS IN GENERAL

This is the beginning of the third full year of FSC NEWSLETTER. Interest seems to ebb and wane. I suspect that this is because of the economic times, partly because the pieces are modern and do not have the glamor of nice old-timey brass saloon and merchant tokens, and partly because I am carrying this along on my own and not doing as much on advertising as could probably be done. My budget for advertising is not a large one, but one full-page ad will appear shortly in the new ATCO Journal. Let me know what you think.

At most the FSCN has had a readership of seventy. At the end of 1981-82 it had fifty. Even so there has been a growing "hard core." A little at a time collectors have been going out and rounding up tokens from their areas. Most notable among the readers are Alon Jeffrey, Marshall Bieniasz and Glen Parham among others besides myself. In fact for the West Coast disbelievers I picked up about 500 pieces in Modesto and another 1000 in San Jose in the past month. So, they are still there.

I think it is really time we begin to move into some kind of formal organization. The field is simply too large for one person to be its single champion. So, in a few weeks I will write to some of those I feel are good "hard core" types and try to move toward setting up some kind of steering committee. Let me know if you would like to be included.

The FOOD STAMP CHANGE NEWSLETTER is Edited and Published by Jerry F. Schimmel in July, October, January and April. Mavericks Editor is Alon Jeffrey, 366 Behm Drive, Grayslake IL 60030. For the year 1982-83 the subscription rate is $4.50. Late subscribers receive all back issues for that year. All subscribers may submit a 30-word ad to be run all year free. Full page ads are $8.50, half-pages are $4.50, quarter pages are $3.00. Copy must be submitted by June 15, Sept. 15, Dec. 15 and Mar.15. Full page material must be no larger than 11½x7½ inches. Newsletters are mailed before the 10th of the following month.

PUERTO RICO AGAIN

Alon Jeffrey sent me a section of the FEDERAL REGISTER (the official journal of all federal laws) for Friday, April 30, 1982. On pages 18567-18570 it notes that the Food Stamp Program in the Commonwealth will terminate as of July 1, 1982. It will be replaced by a "nutrition assistance program", that is assistance will probably be given in cash rather than Food Stamps. This means that for collectors of PR FSC items that the tokens and scrip are now truly obsolete. It is entirely possible that tokens and scrip could be re-introduced in the others states. Many merchants that I have talked with would like to have that system return!

DATING PPCO TOKENS

The Wingren's Super Market pieces from Ketchikan, Alaska, shown above were sent to me in trade by Henry Keene, one of our new subscribers (see p. 7). These are the first dated PPCo tokens that I have seen and wonder if there are others? The 1974 piece has an SLRN reverse and the 1975 token has an SLSN. This is additional hard evidence on dating the PPCo series. So we have SLRN - 1974, SLSN - 1975, and LLSN - 1976 and later. Although I do not have complete sets Henry indicates that all five values exist for both years.

Henry, one question! I have not yet seen a 50¢ denomination for either the LLRN or SLRN reverses (see issue No. 6). Are you sure that you have such?

New Subscribers

HENRY C. KEENE, JR.
413 MADISON STREET
KETCHIKAN, AK 99901
FSC Interests: Alaska
Other: Alaska

JACK SMITH
P.O. BOX 26423
LAWRENCE, IN 46226
FSC Interests: Indiana
Other: Indiana Trade Tokens, Transportation Tokens, Moose Lodge memorabilia, U.S. and International.

I still have a few FSC and other types of exonumia to trade for Sport Schedule Tokens. J.W. Baum 3101 N. Arkansas Ave., Wichita KS 67204.

SAMPLE FSC tokens wanted. Also unusual sizes, shapes, colors & materials as TYPE tokens. Some trades available. Tom Conklin, P.O. Box 440, Rutherford NJ 07070

ANA Museum looking for FSC Coupons and Tokens. Do you have duplicates? Why not donate one or a set to the museum for posterity? Ask about tax writeoff possibilities. Write ANA Museum, P.O. Box 2366, Colorado Springs CO 80901.

PEDRO"S, Agana, Guam - 1,5,10,25 & 50¢ plastic FSC tokens - $3.50 per set postpaid. Will also trade for FSC tokens from AZ, ID, NV, OK DC & VI. Al Zaika, P.O. Box 65, Bellmawr NJ 08031.

Wanted FLORIDA FSC & Other tokens. Have traders or will buy. N.R. Mack, Box 395, Goose Creek SC 29445.

Wanted NEBRASKA Exonumia and Business Directories. Have a good stock of traders - IA, MN, SD, KS, MO, CA, IL, NE plus many other states. Geo. Hosek, 7411 Idledale Ln., Omaha NB 68112.

FSC Tokens wanted, especially MINNESOTA! Trades are available. Also seek FSC scrip, any other tokens, medals, wood money,(especially MN), coins, stamps, paper money, seals. Grade any tokens, please. Marshall Bieniasz, 308 South Main St., Aurora MN 55705.

WANTED! WANTED!
Food Stamp Credit Tokens from the State of MICHIGAN and WEST VIRGINIA. Steve Penzes, 9312 West Fort St., Detroit MI 48209.

Small Town U.S.A. Bank Postcards wanted - pre-linens, exteriors, interiors, real photos - main streets clearly showing banks (none over five stories). Send on approval. Tom Conklin, Box 440, Rutherford NJ 07070.

SASE FOR MY LIST of FSC tokens for sale or trade. Some full rolls. Or send any number of different FSC tokens and receive a like number from me. Alon Jeffrey, 366 Behm Drive, Grayslake IL 60030.

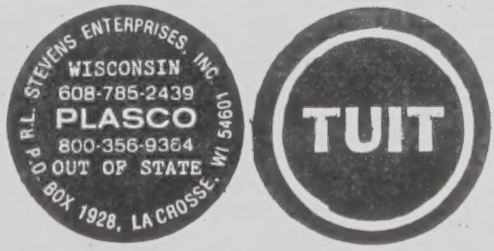
Wanted. OLD ANIMAL LICENSES, any state. Have large trading stock in tokens and other collectibles and dogtags. Will buy one or comlete collection of all types of exonumia. Clay Welty, 8410 W. 108th Ave., Broomfield CO 80020, Ph. (303) 466-3773.

TEXAS - Brazoria County items needed for collection and cataloguing effort (or reports of tokens' existence). Also collect Texas numismatic items - all sorts. Ronny Livingston, 229 Caladium, Lake Jackson, TX 77566.

Wanted. Encased Postage Stamps, Postal Money Orders, Postal Reply Coupons, Traveller's Checks - - WORLDWIDE! Paul T. Jung, 2809 Linden Lane, Silver Spring MD 20910.

Wanted! GEORGIA and TYPE FSC Tokens and Scrip from all areas. Will buy or trade. Have many GA and south pieces. L. Glen Parham, Jr., 2622 Birchwood Dr., Atlanta GA 30305.

U.S. STATE-ISSUED SALES TAX TOKENS, by Jerry F. Schimmel. 2nd Edition. Photos, numbers, history, prices-$3.00 postpaid with author's signature. Find out about this lowcost field of depression tokens. J. Schimmel. P.O. Box 40888, San Francisco, CA 94140.



An advertising token for the successor to PPCo.Don't forget to get a "Round Tuit."

FOOD STAMP CHANGE TOKENS & SCRIP

A WHOLESALE LISTING

100 Different Food Stamp Tokens of different merchants, of plastic, aluminum, wood and from different makers (no full sets included)	$30.00
500 Different tokens as above, but includes some complete sets from various states	125.00
1000 Different as above	250.00
2000 Different as above	500.00
100 Assorted Tokens	17.50
1000 Assorted Tokens	150.00
5000 Assorted Tokens	650.00
100 Different Food Stamp Scrip, all paper	15.00
200 Different as above	25.00
1000 Assorted Scrip	75.00

Samples of tokens and scrip free for 28¢ SASE!

All orders postpaid to street address (for U.P.S. delivery).

PAUL A. CUNNINGHAM
BOX ONE
TECUMSEH, MI 49286

jerry f. schimmel p.o. box 40888 san francisco ca 94140

FOOD STAMP CHANGE
TOKEN COLLECTIONS
BY STATE

I have a number of state token collections available at considerably under auction prices. These collections are one only of each for as long as they last. Most sets are five-piece, a few are not. Prices do not include shipping which must be paid in addition.

ALABAMA - 36 sets (about 180 tokens) from 33 towns $54.00
ARKANSAS - 15 sets (about 75 tokens) from 13 towns - $23.00
DISTRICT OF COLUMBIA - 27 sets (about 130 tokens) from 26 stores - $43.00
ILLINOIS - 254 sets (about 1250 tokens) from 75 towns. A large part of the tokens are Chicago, issued by stores in minority neighborhoods which will largely go uncollected. $318.00
INDIANA - 18 sets (about 90 tokens) from 15 towns - $32.00
KENTUCKY -58 sets (about 285 tokens) from 41 towns - $87.00
MICHIGAN - 55 sets (about 270 pieces) from 40 towns - $83.00
MONTANA - 8 sets (40 pieces) from eight towns - $20.00
NEW YORK - 81 sets (about 400 pieces) from 30 towns -$122.00
NORTH CAROLINA - 42 sets (about 210 pieces) from 34 towns $63.00
VIRGINIA - 41 sets (about 200 pieces) from 29 towns $62.00
WASHINGTON - 17 sets (about 85 pieces) from nine towns $30.00
WISCONSIN - 146 sets (about 720 tokens) from 69 towns $219.00

In July I will be publishing a fixed price sales list of SALES TAX TOKENS, FOOD STAMP TOKENS AND SCRIP, and other exonumia. This list will include my extensive inventory of California FSC pieces. Readers of this journal will receive a copy of the list as a matter of course.